

EXHIBITOR NEWSLETTER – JULY 2010

With only 8 weeks until the **AUSTRALIAN SHOE FAIR** it's time to ensure you are prepared. To assist you with your preparations for this year's Fair please carefully read the information below. If you have any queries do not hesitate to contact the team on tel 03 9654 7773 or email shoe@aec.net.au

EXHIBITOR MANUAL

The Melbourne 2010 Exhibitor Manual was emailed in June. The manual is to assist you with your preparations. Please ensure you take the time to read it carefully, complete all the forms and send them back by Friday 30 July 2010. If you cannot locate your electronic Exhibitor Manual, it is available on: www.australianshoefair.com under Exhibitor Info/Exhibitor News.

MOVE IN / MOVE OUT

Agility Logistics is managing the Move In/Out for the Fair and can assist with bookings for transport, forklifts and labour. Please contact Kylie Curran if you have any queries on tel 03 9330 3303.

- No open-toe shoes or sandals permitted.
- Children under the age of 16 are not permitted on the loading dock at any time or in the Halls during Move In/Out.
- High visibility safety vests **must be worn** in the Exhibition Halls and on the loading dock at all times. Vests can be purchased from the Organiser's Office for \$10 each.

FREE TRADE INVITES

Promote your participation...

Send a complimentary trade invitation to your valued clients!

To assist with your pre-Fair promotional campaign, you are provided with unlimited free invitations for distribution to your existing and potential clients. If you have not requested your invites please email joanna@aec.net.au with the quantity you require. Alternatively download an electronic copy from the website.

VIP VISITOR INCENTIVE PROGRAM

Reward your clients by nominating them for the VIP Visitor Incentive Program, which has been designed for you to recognise your valued clients and potential new clients you would like to see at the Fair. Complete the nomination form found on the website under Exhibitor Info/Exhibitor News. Email their details to joanna@aec.net.au and we'll take care of the rest.

BOOK APPOINTMENTS ON YOUR STAND

Now is the time to start promoting your presence at the Fair! Contact your key clients to let them know you are exhibiting at the Fair and advise them of your latest releases.

EXHIBITOR BADGES

Included with this newsletter is your exhibitor badge order form. Please complete and return by fax to 03 9654 5596. It is essential that all staff members working on your stand wear an Exhibitor Badge. These will be delivered to your stand during Move In – they will not be mailed.

OFFICIAL BUYERS GUIDE

Footwear News is the official publisher of the Australian Shoe Fair Buyers Guide, which is available to all Visitors. As an Exhibitor you will receive a free company listing in the official Fair Buyers Guide. **By now you should have returned your Buyers Guide details form.** If you have not please do so immediately otherwise we will print what we have on file for you.

Forms received after 21 July 2010 will be put in an Addendum. **In addition, if you wish to advertise in the Buyers Guide, please contact Footwear News directly on tel 03 9893 3968.**

WHAT'S HAPPENING ON YOUR STAND?

If you are planning exciting events, parades or special appearances on your stand and want all visitors to come and see it – email joanna@aec.net.au and it can be published on our daily 'What's On' flyer.

TRAVELLING FROM INTERSTATE?

The Lido Group is the official Accommodation and Travel Booking Agency for the Fair and have some great rates at leading hotels. Contact Lido on tel 02 8585 0808 or visit www.lido.com.au Mention the Fair and benefit from exclusive Fair discounts. We recommend you book early.

INDIGITAL MEDIA – 25% OFF YOUR ONLINE NEEDS

Want a new website or venture into social Media?
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AEC's Digital Partner, InDigital Media are offering 25% off the following online services exclusively to Exhibitors:

- Web Design
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- Social Media
- Search Engine Optimisation

Visit www.australianshoefair.com and go to Exhibitor Info/Exhibitor News to view your 25% off discount voucher.

No job is too big or too small for InDigital Media.

BRA QUEEN WORKSHOPS

Australia's top lingerie business coach, trusted bra critic and professional speaker, The Bra Queen, is providing 2 impact filled workshops on Sunday 29 and Monday 30 August onsite. Don't miss out on giving your business the boost it deserves.



OUR TEAM

If you have any queries please contact Joanna Long, Elissa Duke, Linda Kendall, Susana Rodriguez, or Yolanda Dorosz on tel 03 9654 7773 or via email shoe@aec.net.au

ORGANISER

Australian
EXHIBITIONS
& Conferences

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